

2020 Trends *with* Benefits

From post-performative wellness to the evolution of #MeToo, we're looking ahead: these are the trends that will rule in 2020.

Editor's Letter

As we exit the teens, we pause at the demarcation that is the New Year to take looks both backward and forward—to the shifts that were and will be most impactful to our consumers and our businesses. Many shifts culminate as expected, some are less impactful and still others far outweigh our expectations. Personally, I overestimated the impact of consumers' privacy concerns in 2019 and underestimated the exponentially expanding role of the modern feminist.



If we think of trends as waves, some dissipate before they reach shore, while others surprise us with their power as they crash onto the sands. And while it's the time of year when trends practitioners like to issue their 2020 predictions, at LPK we believe our clients should focus on preparedness rather than predictions. And acting on trends versus being obsessed with “newness.”

Preparedness involves utilizing the trends to move your business forward while maintaining relevancy. But preparedness also involves “practicing” your response if a trend that doesn't support your strategies gains momentum: how will you have a planned response versus reaction? Further, trends aren't so tidy in real life. They coalesce, blend and exist all at once, manifesting in culture and impacting our lives in myriad ways. Understanding the landscape, the interaction between trends (and countertrends) and knowing what wave you will or won't ride is the strategic value of trends. This requires business leaders to stay “future fluent,” especially as trends and culture never stand still.

In this 2020 report, we've identified an assortment of waves that we feel will help your personal fluency and position your business for growth in 2020 and beyond.

A handwritten signature in black ink that reads "Valerie Jacobs". The signature is fluid and cursive, with a long, sweeping underline.

Valerie Jacobs
Chief Growth Officer

01 Conscious Deceleration

As hustle culture gives way to burnout, Millennials are again beginning to shift their focus, this time inspiring us all to trade performative lifestyles for simple joys, hobbies and “doing nothing.” But instead of responding with stark, extreme minimalism, we instead seek to create thoughtfully curated lifestyles that reflect our individual journeys.

Cultural Signposts

- [Dopamine Fasting is Now A Thing](#)
- Recent Books Published:
 - [How to Do Nothing: Resisting the Attention Economy](#) by Jenny Odell
 - [The Joy of Missing Out: Live More by Doing Less](#) by Tonya Dalton
 - [Digital Minimalism: Choosing a Focused Life in a Noisy World](#) by Cal Newport

In the Wild

[Red Rock Brewery](#)

A beer brand created in "homage to the slowness and beauty of nature" that encourages consumers to "drink slow, experience more."

[Equal Parts](#)

"A new kind of cooking brand" that teaches consumers the simple joy of cooking while lowering barriers via on-demand support.



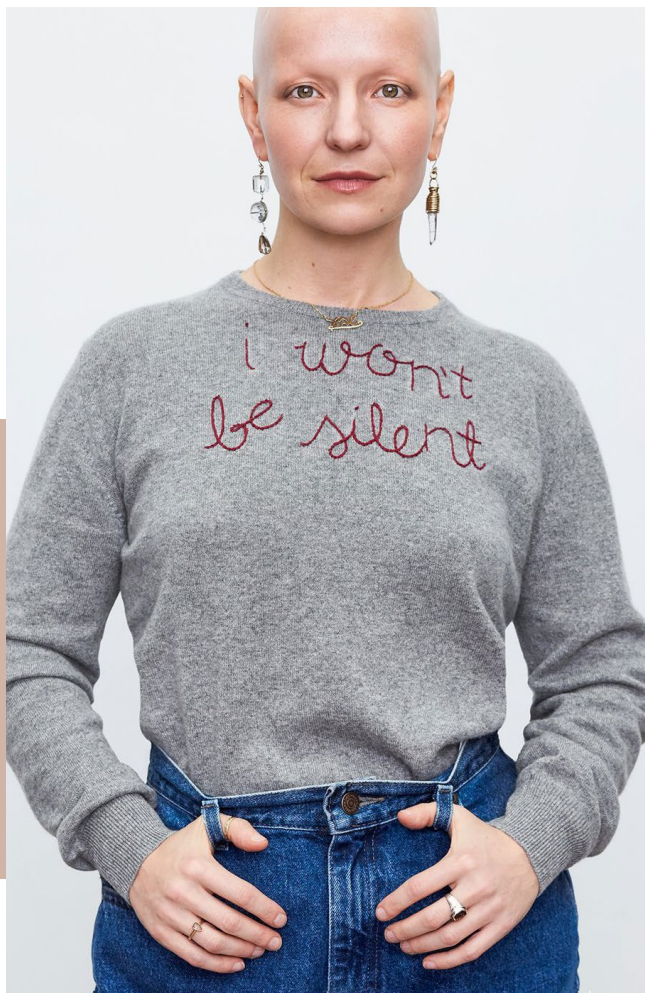
Red Rock Brewery



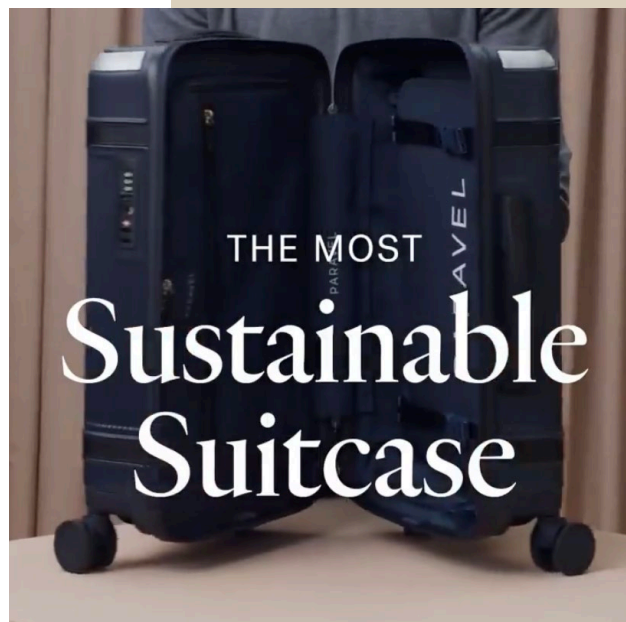
Equal Parts

02 Virtuous Gestures

The nature of status continues to evolve. While once goods, then social clout, then wellness were used to cue luxury and exclusivity, we now see the emergence of moral outrage and virtue signaling to cue prestige. Conspicuous displays of concern for sustainability, social justice and global geopolitics allow us to project a sense of intellectual superiority.



Lingua Franca



Paravel

Cultural Signposts

- ["Flight Shaming" and Now, "Train Bragging"](#)
- [Virtue Signaling, Palo Alto-Style](#)

In the Wild

Paravel

"The first carry-on of its kind, the Aviator [carry-on] incorporates sustainable and recycled materials wherever possible."

Lingua Franca

Luxury cashmere brand that makes sweaters with political messages.

03 Body Neutrality



Project Body Hair by Billie

In a culture that constantly bombards us with messaging about how a body "should" look and feel, consumers begin to move beyond both body negativity and body positivity. Trading the internalized idea that personal value comes from external things like physical beauty, we regard our bodies as neutral, moving toward the belief that value and worth comes from within.

Cultural Signposts

- [F*ck It Diet by Caroline Dooner](#)
- [Beyond Beautiful Book & Instagram Account](#)
- [Project Body Hair by Billie](#)

In the Wild

Tomboy X

Designed for "humans," this "universal, genderless" underwear brand is made for "someone who is utterly, completely, unapologetically themselves, who is not afraid to stand up, stand out, be heard and be seen. On their terms."

Squish Beauty

A brand that normalizes real bodies by showcasing real women: "things like acne, scars, cellulite, tummy rolls and stretch marks are NORMAL. So, we decided not to retouch our models in any way!"



Squish Beauty

04 Climate Revolution

As the effects of climate change become increasingly frequent and close to home, “solostalgia” (the fear of environmental change) is more globally pervasive. Galvanized by a desire to take tangible action, consumers tune out the noise and find focus, curating a set of causes and personal habits that enable a sense of progress and impact. At the same time, increasing numbers of brands and sectors make sweeping environmental commitments, with the realization that a sustainable future simply makes the most business sense.

Cultural Signposts

- [Beyond Fashion Resale: The Rise of Beauty Resale](#)
- [Soul Buffalo, The Ocean Plastic Summit for CEOs](#)
- [BlackRock Takes Climate Stance](#)
- [Hasan Minhaj on Compassion Fatigue](#)
- [Eco-Anxiety: What It Is, And How You Might Be Affected](#)

In the Wild

Patagonia

Patagonia's mission and reason for being is very simple: "We're in the business of saving our home planet."

Starbucks

Starbucks is encouraging customers to “hold the milk” in an effort to cut the carbon footprint of dairy products across its operations and supply chain.



Patagonia



Starbucks

05 Next-Gen Straightedge



Seedlip

In the Wild

Seedlip

The world's first brand of non-alcoholic distilled spirits, Seedlip is "on a mission to change the way the world drinks with the highest quality non-alcoholic options."

Heineken

Beer maker Heineken recently released a special 31-pack of non-alcoholic beer, one for each day of January, for a "suds-less holiday of self-renewal."

In the next evolution of the wellness movement, traditional vices like hard drugs and alcohol are being traded in for a lighter versions that are more compatible with ambitious lives. What began with legalization and mainstreaming of marijuana and proliferation of CBD has opened the door for broader experimentation. Ranging from sober-curious lifestyles, microdosing, and "no hangover" party drugs like ketamine, many consumers see these options as a new and more responsible antidote to the anxiety, depression and stress of modern life.

Cultural Signposts

- [Microdosing on Network Television](#)
- [Ketamine for our "Dissociative Moment"](#)
- [Sober Curiosity Isn't a "Trend"](#)



Heineken

06 Full-Spectrum Love

Even as the “sex recession” continues, a more expansive definition of love is growing. Previously taboo constructs and preferences like kink and ethical non-monogamy (open relationships, polyamory, swinging) are increasingly regarded with more openness and positivity, enabling people to more freely explore relationships, experience intimacy and enjoy pleasure in self-defined ways.



The Phluid Project



Unbound

Cultural Signposts

- [The Sex Recession](#)
- [#kinkpositive Movement](#)
- [Rise of Ethical Non-Monogamy](#)
- [HBO's *Mrs. Fletcher*](#)

In the Wild

Unbound

A sex-positive online store that believes "in the radical possibilities of pleasure and that we are better when we, ahem, come together."

The Phluid Project

“The Phluid Project exists to empower individuals to be themselves. To express themselves openly, without judgement or fear — only freedom.”

07 Algorithm Warfare

As privacy concerns mount and public distrust for Big Tech continues to grow, we are beginning to question the role of emerging technology, and particularly machine learning, in our lives. Faced with ever-curated social media feeds and entertainment options and those gentle predictive nudges from Siri or Gmail, we push back against echo chambers and “filter bubbles” to reclaim our sense of curiosity, creativity and independent thinking.

Cultural Signposts

- [Curation by Algorithm Has Failed Us](#)
- [Martin Scorsese on Algorithms and “Creative Filmgoing”](#)
- [Algorithms Aren’t To Blame, We Are](#)

In the Wild

Light Phone

A purposefully “dumb phone” that seeks to free the user: “A phone is a tool, and it should serve you as the user, not the other way around”



Light Phone



Light Phone

08 Blanding Backlash



Not Pot

In the Wild

Not Pot

A CBD brand designed to liberate cannabis as a stigmatized substance, brought to life in a playful way.

Pet Plate

Deliberately playful and quirky photo and type style inspired by “the lovable goofiness of dogs.”

Adapting to a world where the digital storefront is the first (and most important) impression, brands new and old have converged on homogenized aesthetics and storytelling characterized by flat color, simplistic illustrations, and bland mission statements. In this sea of polished sameness, more brands are beginning to push back, infusing more personality, quirk and texture into their expressions and behaviors.

Cultural Signposts

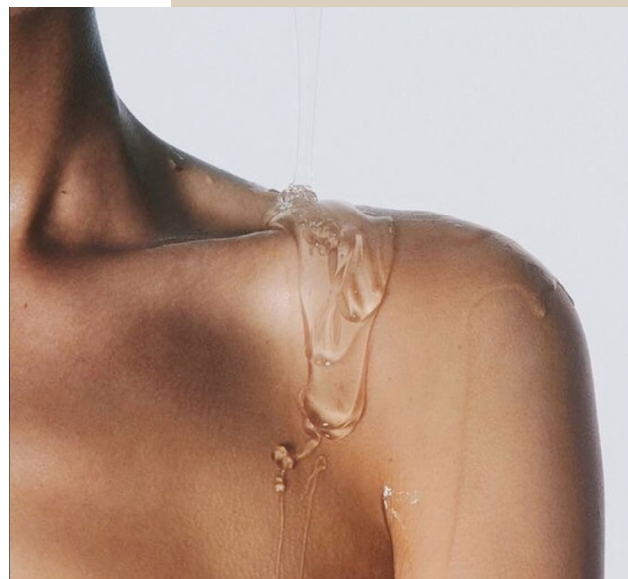
- [The Rise of Blanding](#)
- [Big Tech Softens Its Edges with Happy Illustrations](#)
- [The Golden Era of Product Design](#)



Pet Plate

09 Post-Performative Wellness

As we navigate a “Peak Anxiety” world, the internal push-pull of our digital addictions continues to rage within us. In response, more people are trading meticulously documented, published and dogmatic wellness for a softer, more intuitive and blended approach. In the process, we awaken to the idea that wellness doesn’t amount to achievement or conspicuous consumption, or simply encompass physical wellness alone, but to a lifelong practice of cultivating physical and mental wellbeing.



Whispr



Mindset Brain Gym

Cultural Signposts

- [Trick Mirror by Jia Tolentino](#)
- [Blue Zone Fitness](#)
- [Intuitive Eating Movement](#)

In the Wild

Whispr

A luxury, plant-based self care brand whose mission is to "enliven the human condition; strengthen immunity and inspire a healthy body, mind and soul."

Mindset Brain Gym

A "mental and emotional fitness community" to "empower our community with the tools to improve their own inner mental health & strength."

10 Expansive Feminism

In the wake of #MeToo, more women explore the nature of empowerment, and power. Even as progress against “visible” injustice is made, women wrestle with invisible inequalities like internalized misogyny, mental load (the burden of “worry work”) and emotional labor (men as “emotional gold diggers”). Now, more women are awakening to personal agency and the power that lies within them. As the idea of modern feminism evolves and fragments, a “vision vacuum” is forming—and women are all wondering who will fill it.

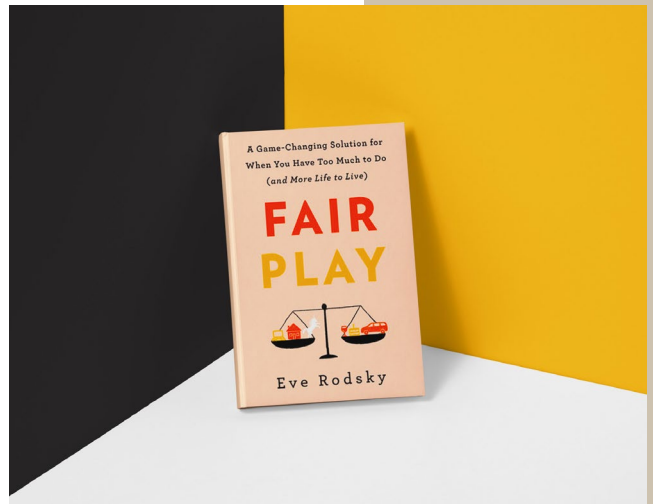
Cultural Signposts

- [“The Future of Feminism, Empowerment vs. Power”](#)
- [Fair Play by Eva Rodsky](#)
- ["A Modest Proposal for Balancing Mental Load"](#)
- [“Emotional Labor is a Thing”](#)
- [The Power, Book and Forthcoming Amazon Series](#)
- [Channel 4 Menopause Policy](#)

In the Wild

Parade

Sustainable and size-inclusive underwear made for all women that donates 1% of revenue to Planned Parenthood to support women and sex education.



Fair Play



Parade

Meet the experts:



Elyse Dierking
Senior Strategist



Ashley Edwards
Strategy Director, Trends



Bryan Goodpaster
Senior Creative Director, Trends



Emily St Clair-Johnson
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Want to talk trends in more detail? Let's connect.



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